

IN THE CLAIMS

Claims 1-26 (Canceled).

27 (Currently Amended). A system comprising:

a receiver to receive a contiguous block of a content data stream with an information segment and a plurality of advertisements, said information segment having at least one ad entry, said ad entry having a field in the form of an interruption point specifier to indicate a point within said contiguous block of content data stream to interrupt the play of said content data stream and to insert an advertisement in said content data stream for play prior to the resumption of the play of the content data stream;

a cache, coupled to said receiver, to store said content data stream with said information segment and said plurality of advertisements; and

an interface, in said receiver, to identify a content data stream location and an advertisement, out of said plurality of advertisements, to insert in said location, said interface to identify, based on data from the interruption point specifier, said location while said content data stream is still stored in said cache.

28 (Currently Amended). The system of claim 27 wherein said interface to utilize a content identifier to associate said information segment with said content data stream.

29 (Previously Presented). The system of claim 27 wherein said interface to utilize an info segment having a plurality of fields, one field comprising said interruption point specifier, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

30 (Currently Amended). The system of claim 29 wherein said ad entry includes said plurality of fields, said interface to use data from said fields to control the relationship between the content data stream and said plurality of advertisements.

31 (Previously Presented). The system of claim 27 wherein said cache stores an electronic programming guide having a program identifier and an associated info segment, said electronic programming guide to enable locating the info segment corresponding to a selected program.

32 (Previously Presented). The system of claim 27 wherein said system is a television receiver.

33 (Previously Presented). The system of claim 27 wherein said system is connected to a presentation device through a wireless connection.

34 (Previously Presented). The system of claim 27 wherein said location is where the sound volume goes to zero.

35 (Previously Presented). The system of claim 28 wherein said content identifier is a hashed value of a closed caption text.

36 (Previously Presented). The system of claim 28 wherein said content identifier is a VCR plus number.

37 (Previously Presented). The system of claim 29 wherein said resume indicator to indicate if a user can override the insertion of an advertisement.

38 (Previously Presented). The system of claim 37 wherein said system detects the activation of a button on a remote control unit to override the insertion of an advertisement.

Claims 39-40 (Canceled).